

New Order

Agency: Crossroads Media LLC
Office: Alexandria
Client: 12 - CrossroadsGPS
Product: 108 - GPS FLIGHT "C"
Piggyback Product:
Estimate: 646 - GPS VA FLIGHT C TV 6.12-6.18.12

Station: WJLA-TV
Order Type: Normal
Cancel Date:
Billing Cycle: Monthly
Billing Calendar: Broadcast
Received in ePort: 5/22/2012 11:43:12 AM

Flight Start: 06/12/2012
Flight End: 06/18/2012
Hiatus:

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 97.40

Local/National: Local
Rep Office: WJLA-TV
AE: Barbara Monares
Phone:
OrderID: 2139872
Status: New

Airtime Dollars: \$69,600.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$69,600.00
Total Spots: 41

CPP: \$714.58
Comments: Separation: 30

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Totals for Entire Flight		
						6/12	6/13	6/14	6/15	6/16	6/17	6/18	Spots	Rtg	CPP
1	TuWThFM 7A-9A GD MRN AMR-ABC	EM	\$1,200.00	C	30	1	1	1	1	0	0	1	5	1.80	\$666.67
LPMay/2011LP (pav)															
2	Sa 7A-8A GD MRN-SAT-ABC	RT	\$600.00	C	30	0	0	0	0	1	0	0	1	0.90	\$666.67
LPMay/2011LP (pav)															
3	Su 8A-9A GD MRN-SUN-ABC	RT	\$700.00	C	30	0	0	0	0	0	1	0	1	1.10	\$636.36
LPMay/2011LP (pav)															
4	TuWThFM 9A-10A LIVE WTH KELLY	DT	\$750.00	C	30	1	1	1	1	0	0	1	5	1.20	\$625.00
LPMay/2011LP (pav)															
5	TuWThFM 11A-12P VIEW-ABC	DT	\$1,200.00	C	30	1	1	1	1	0	0	1	5	1.80	\$666.67
LPMay/2011LP (pav)															
6	TuWThFM 12:30P-1P MILLIONAIRE	DT	\$750.00	C	30	0	1	0	1	0	0	1	3	1.60	\$468.75
LPMay/2011LP (pav)															
7	TuWThFM 5P-6P ABC7 NWS AT 5	EN	\$1,400.00	C	30	1	1	1	1	0	0	1	5	1.80	\$777.78

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	6/12	6/13	6/14	6/15	6/16	6/17	6/18	Totals for Entire Flight		
													Spots	Rtg	CPP
LPMay/2011LP (pav)															
8	TuWThFM 6P-6:30P ABC7 NWS AT 6	EN	\$1,600.00	C	30	0	1	0	1	0	0	0	2	2.90	\$551.72
LPMay/2011LP (pav)															
9	TuWThFM 7P-7:30P WHEEL-FORTNE	PA	\$3,000.00	C	30	1	0	1	0	0	0	1	3	4.10	\$731.71
LPMay/2011LP (pav)															
10	TuWThFM 7:30P-8P JEOPARDY	PA	\$4,000.00	C	30	1	1	1	1	0	0	1	5	5.20	\$769.23
LPMay/2011LP (pav)															
11	TuWThFM 11P-11:35P ABC7 NWS AT 11	LN	\$2,500.00	C	30	1	1	0	1	0	0	0	3	2.70	\$925.93
LPMay/2011LP (pav)															
12	TuWThFM 11:35P-12:05A ABC-NITELINE	LF	\$1,200.00	C	30	1	0	1	0	0	0	1	3	1.80	\$666.67
LPMay/2011LP (pav)															
Total Spots:						8	8	7	8	1	1	8	41		
Total GRP/GIMP(000):						20.4	19.0	17.7	19.0	0.9	1.1	19.3	97.4		
Cash\$ - Spots: \$69,600.00 - 41 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$69,600.00 Total CPP/CMP: \$714.58															